

LIFE IS GOOD, INC. V. LG ELECTRONICS U.S.A., INC
Civil Action No. 04-11290 WGY

DECLARATION OF TIMOTHY LEMPER IN SUPPORT OF DEFENDANTS' MOTION IN LIMINE
TO STRIKE THE SURVEY OF PLAINTIFF'S EXPERT ROBERT KLEIN

Exhibit 1

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
2006		1			1	Grocery	3			2		The designs are different, even if the phrase is the same, one might be coping the other.
2007	1		1		1	Godiva, Crab Tree Bookstore	3			3		
2008	1						1	1	Both have the same meaning (I) letters are both LG			
2009	1	1					1	1	They are both saying life is good (P) NE nothing			
2010	1		1				2					I know the second one 2 is a
2011	1						2			2		phone, I own
2012	1	1	1				2			3		
2013	1	1	1				2			1	2	They have the same design (P) They look like they are both for children (w/a) The smiley face makes you feel happy and the other one looks like an advertisement for children's soap.
2014	1		1				1	1	Even though the designs is different. The wording have the same (P) RE meaning nothing			
2016	1		1	1			2			1	2	I think Lucky Gold is electronics and the other picture gets with the idea of electronic (w/e) nothing
2017	1	1	1	1			3			2		They look different. (P) The first one is more colorful (w/e) The second is congregate (w/e)
2018	1		1				1	1	It is the same slogan "Life is Good" (W/E) nothing			

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
2019	1	2	2	0	0	0	1		1							0	0	1	1	0	1
2020	2	2	2	0	0	0		1								0	0	1	2	0	1
2021	1	3	2	0	0	0	1									0	0	1	2	0	1
2022	2	3	2	0	0	0	1									3	0	1	2	0	2
2023	1	4	2	0	0	0		1		1	1					0	0	2	1	0	1
2025	1	1	2	0	0	0			1							0	0	2	2	0	1
2026	2	1	2	0	0	0		1								0	0	2	1	0	1
2027	1	2	3	0	0	0		1								1	0	2	2	0	1
2028	2	2	3	0	0	0	1									0	0	2	2	0	1
2029	1	3	4	0	0	0		1								0	0	1	1	0	1
2030	2	3	3	0	0	0	1	1		1						0	0	1	1	0	3
2031	1	4	3	0	0	0	1									0	0	2	1	0	2
2032	2	4	3	1	0	0		1								1	0	2	2	0	3
2033	1	1	3	0	0	0	1		1							0	0	1	1	0	1
2034	2	1	4	0	0	0								1		0	0	2	1	0	2
2035	1	2	3	0	0	0									1	0	0	2	2	0	3

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
2019		1					2			2		The faces are not the same one nothing
2020					1 candle store		1	1 (P) NE nothing				
2021	1	1	1				2			1	1	They both suggest something happy (well)
2022	1	1	1				1	2 logos (well)				
2023	1						2			1	2	Its a competitor that works with large companies (p) WE nothing
2025	1						2			2		If you look at the fonts, are different (we) they do not have the same symbols
2026	1						2			3		
2027	1						3			1	2	They both look professional (P) NE nothing
2028	1						2			3		
2029	1						2			3		
2030	1	1					3			3		
2031	1						2			2		One is in black and white and the first one is colored (we) nothing
2032	1		1				3			2		The ads are completely different
2033		1					2			1	1	saying is the same, only written in a different way
2034	1				1 jewelry repair		3			1	1	The words are the same, and so I feel they are from the Same company. (w/e) nothing
2035	1	1	1				2			2		One looks like a computer place (we) nothing

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
2036	2	2	4	0	0	0	0	1								1	0	1	2	0	1
2037	1	3	3	1	0	0	0	1			1					0	0	2	2	0	2
2038	2	3	2	0	0	0	0	1			1										
2039	1	4	2	0	0	0	0	1		1						0	0	2	2	0	2
2042	2	1	4	1	0	0	0	1								0	0	1	1	0	3
2043	1	2	4	0	0	0	0	1								2	0	1	2	0	1
2044	2	2	4	0	0	0	0				1	1				0	0	2	1	0	1
2045	1	3	4	0	0	0	0	1		1						1	0	2	1	0	2
2046	2	3	4	0	0	0	0	1								0	0	2	1	0	2
2047	1	4	4	0	0	0	0	1								1	0	2	1	0	2
2048	2	4	3	0	0	0	0	1								0	0	1	1	0	2
2049	1	1	3	0	0	0	0	1								0	0	1	1	0	1
2050	2	1	3	0	0	0	0	1								0	0	1	1	0	2
2051	2	4	4	0	0	0	0	1								0	0	1	1	0	2
2052	1	1	3	0	0	0	0	1								0	0	1	1	0	2
3002	2	1	2	0	0	0	0	1								5	0	2	2	0	1
3004	2	2	3	0	0	0	0	1		1						0	0	2	2	0	1

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
2036	1	1					2			2		They have a different approach (p) One has just a face & the photo is different (P) frames are different
2037	1						1	1	Similarity with the shape (P) the circle (p) it said the same wording life is good			
2038	1	1	1				2			2		The only thing they have in common is they both have an "L" and a "G" in the slogan (W/E) nothing
2039	1		1				2			3		
2042	1						3			3		
2043	1						2			3		
2044	1	1	1				3			2		They both look different in their design (P) The smiley face is different
2045	1		1				2			1	1	Sayings seem to have a similar meaning (P) shapes are rather similar
2046	1						2			3		
2047	1						2			3		
2048	1	1					3			3		
2049	1	1	1				3			3		
2050	1	1	1				2			3		
2051	1	1	1				3			3		
2052	1	1	1				2			2		The logos are different
3002	1	1	1				2			2		Because the slogans each ad has was different (we)Thats all
3004	1	1	1	1			2			1	2	It's like the first one was for adults, and the second for kids.

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
3008	2	4	2	0	0	0		1		1						0	0	2	2	0	1
3010	2	1	2	0	0	0	1		1							0	0	1	2	0	3
3014	2	3	2	0	0	0	1		1		1					0	0	2	2	0	1
3015	1	4	4	0	0	0	1		1							0	0	2	1	0	1
3016	2	4	4	0	0	0	1									0	0	2	1	0	1
3017	1	1	3	0	0	0	1									0	0	1	2	0	1
3018	2	1	2	0	0	0	1		1		1					0	0	2	2	0	2
3019	1	2	3	0	0	0	1	1								0	0	1	1	0	3
3020	2	4	3	0	0	0	1		1		1					0	0	2	2	0	1
3021	1	3	2	0	0	0	1	1								3	0	1	2	0	1

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
												They looked like 2 totally different advertisements, one looked professional and the other looked like a comic
3008	1	1	1				2			2		
3010			1				3			1	1	Because they have the same slogan and similar pictures.
3014	1	1	1				2			1		Lucky Gold looks like a business, the other looks like a logo for a department store
3015	1						2			1		The same company could make both but to appeal to different ages (we) NA
3016	1						2			1	1	Lucky Gold has to do with money and getting things, Life is Good could have something to do with the beach, relaxation, pampering (we) the first was clever round with the coin WE/NA
3017	1	1	1	1			2			2		The different layouts leading to believe they come from different companies (p)ta
3018	1	1	1				2			2		The way they look, the front and colors are different (d)ta
3019	1	1	1	1			3			1	1	It had the same theme. They both had smiley faces (p)ta
3020	1		1				2			2		The first one looks like a company logo or letterhead (we) The second one looks like something a kid would doodle (p)ta
3021	1	1					2			2		The second I believe is affiliated with a certain company and the first I'm not sure about (p)ta

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
3022	2	3	3	0	0	0	1									0	0	2	2	0	2
3023	1	4	3	0	0	0	1									0	0	2	2	0	1
3024	2	4	3	0	0	0	1	1													
3025	1	1	3	0	0	0	1	1	1		1	1				0	0	2	1	0	1
3026	2	1	3	0	0	0	1		1		1										
3027	1	2	2	0	0	0				1						0	0	1	2	0	2
3028	2	2	2	0	0	0		1								0	0	2	2	0	1
3029	1	3	3	0	0	0	1	1		1						0	0	1	1	0	2
3030	2	3	3	0	0	0		1				1	1			0	0	2	1	0	1
3031	1	4	3	0	0	0		1								0	0	1	2	0	1
3032	2	4	4	0	0	0	1	1		1	1					0	0	2	1	0	2

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
3022	1	1	1				2			2		Because I think they both come from different companies (p)ta
3023	1	1	1				2			2		Because they looked different, they both had L's and G's, but they looked unrelated. (p)ta
3024			1				1	1	I can think of the name "Lucky Gold" being a product and "Life is Good" being their slogan. we/ta			
3025	1	1		1			3			3		
3026	1		1				2			2		Because it only said Life is Good with no product name by it (p)ta
3027		1	1				2			2		Because LG is a big company (we) I don't think they would advertise something like the 2nd Ad (p)ta
3028	1		1		1	Housewares	1	1	The same because of the slogan			
3029	1	1	1				2			2		I see LG as being a professional company (p) and the other is local stuff (p)ta
3030	1	1	1				2			2		Well the 1st one stood out it had color (we) Because of Logo (p)ta
3031	1	1					3			2		They look totally different (w/m)The style and layouts are different (w/e) One ad has a company name. (w/e)ta
3032	1	1	1				2			2		Because one looked like an apple (we) and made me think of kitchens

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
3033	1	1	4	0	0	0	1		1							0	0	2	1	0	1
3034	2	1	4	0	0	0				1						0	0	2	1	0	1
3035	1	2	3	0	0	0		1								0	0	1	2	0	1
3036	2	2	4	0	0	0		1													
3037	1	3	3	0	0	0	1	1	1		1	1				0	0	2	1	0	1
																0	0	1	2	0	2
3038	2	3	3	0	0	0	1	1								0	0	1	2	0	1
3039	1	4	4	0	0	0	1									0	0	2	2	0	2
3040	2	4	3	0	0	0	1									0	0	1	2	0	2
3041	1	1	4	0	0	0	1			1						0	0	1	2	0	2
3042	2	1	2	0	0	0	1		1		1					0	0	1	2	0	1
3044	2	2	4	0	0	0		1								0	0	2	2	0	2

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
3033	1	1	1				1	1	They are using the same slogan "Life is Good", (w/e) Thats all			
3034	1		1				2			1	2	It think there infrign of someones rights because there using the same logo. (p) TA
3035	1	1		1			2			2		I know the first ad is for electronics, but I'm not sure about what the second ad is for. (w/e). That's it
3036					1	Boutiques	1	1	It says the samething (p) Just different pictures (p)ta			
3037	1	1	1				2		They had something smileing, Life is Good and one said something about LG (we) na	3		
3038	1						1					
3039	1		1				2			2		Because one is from a design company and the second one is more free handed (p)ta
3040	1	1	1				1	2	They both look like they have smiley faces. One looks like it is directed to kids and the other to adults.			
3041	1	1	1	1			2			2		They look like they don't have any simularities (w/e)ta
3042	1		1	1			2			3		
3044	1	1	1	1			2			1	2	The first one is very good in the design and the second one is plain

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
3045	1	3	4	0	0	0	1	1								0	0	1	1	0	1
3046	2	3	3	0	0	0	1			1						0	0	1	1	0	1
3047	1	4	4	0	0	0	1			1											
3048	2	4	4	0	0	0	1									0	0	1	1	0	1
3049	1	1	2	0	0	0	1	1								0	0	2	1	0	2
3050	2	1	2	0	0	0	1									0	0	2	2	0	1
																0	0	1	2	0	1
3051	1	1	3	0	0	0	1														
																0	0	2	2	0	2
3052	1	2	2	0	0	0	1			1						0	0	1	2	0	1
3053	1	3	2	0	0	0				1						0	0	1	2	0	3
3054	2	3	2	0	0	0	1			1		1				0	0	1	2	0	1
3055	1	4	2	0	0	0				1						0	0	2	2	0	1

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
3045	1		1				2			2		They look completely different one is in black and white the other in colors and they say different things.
3046	1	1					2			2		They look like different products because the logo's are different
3047	1	1					1	2	Seems like they are from the same company because they seem similar in feel not looks nesserally			
3048	1		1				3			3		
3049	1		1				2			3		
3050	1	1	1				2			3		
3051	1		1				2			2		two has good graphics and work was into it(p)1st looks like it was done with markers. (w/e)ta
3052	1	1		1		Toy Store, Sports Memorabilia	2			2		One looks more professionally done. The first one looks more professionally done than the second
3053	1		1				2			2		One ad seemed a little more professional than the other one. (w/e)Thats all
3054		1	1				2			1	1	They look like it. The wording or the first letters of the word. we/ta
3055			1				2			2		The graphics on each one of the pictures are totally different and do not look like they are associated. (WE) The designs are different. we/ta

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
3056	2	4	2	0	0	0	1		1							0	0	2	2	0	1
3057	1	1	4	0	0	0	1		1		1					0	0	1	2	0	1
3058	1	2	4	0	0	0	1		1							0	0	1	2	0	1
4001	1	1	2	1	0	0			1		1					0	0	2	2	0	1
4002	2	1	4	0	1	0	1									0	0	2	1	0	1
4003	1	2	2	1	0	0			1							0	0	1	2	0	3
4004	2	2	4	0	0	0		1								0	0	2	1	0	1
4007	1	4	2	0	0	0									1 Job Interview	0	0	2	1	0	1
4008	2	4	3	1	0	0					1					0	0	1	2	0	1
4009	1	1	2	4	0	1	1									0	0	1	2	0	1

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
3056	1	1	1				2			2		One of the ad seems very professional looking. (w/e) The other ad seems less serious. (w/e) That's all
3057	1		1	1			2			2		The stores of business look different, it looks like they are hitting different demographics
3058	1						2			2		The first ad is more professional and the other seemed more funny. (w/e) That's all
4001	1						2			2		Because the pictures were different (w/e) that's it
4002				1			3			3		
4003		1	1				2			2		The signs just seem too different from each other to be the same. (w/e) The colors don't stay in the same area. (exp) Most logos usually stick to the same color scheme. (e/e) That about it.
4004	1		1									The word Life and Life's (w/e) The LG is only one picture (w/e) 1 picture looks like a Jack-o-lantern (w/e) That's it.
4007	1		1		1	Toy Store	2			3		Because the logos are different (W/E) One says lucky gold and the other says lifes good (W/E) That's it
4008		1	1				2			2		Because the way the logo's were they look like they come from the same company (w/e) Both logo's look the same (w/e) that's all (swe) yes.
4009		1					2			1	2	

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
4010	2	1	2	2	0	0	1		1							0	0	2	2	0	1
4011	1	2	3	0	0	0			1							0	0	1	1	0	1
4012	2	2	3	0	0	0		1								0	0	2	2	0	1
4013	1	3	2	2	0	0		1								1	0	2	2	0	1
4014	2	3	2	0	0	0			1							0	0	1	2	0	1
4015	1	4	2	0	0	0	1									0	0	1	2	0	1
4016	2	4	3	1	0	0				1						0	0	2	2	0	3
4017	1	1	3	0	0	0	1									0	0	1	2	0	1
4018	2	1	3	0	0	0	1									0	0	1	2	0	1

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
4010	1		1				3			1	1	Because the slogan is the same (w/e) Both use a happy face (w/e) Both say "Life is Good".
4011		1					2			2		Because they are different (w/e) the design is different (w/e) They look like to different companies (w/e) Nothing else
4012			1				3			3		
4013			1				2			1	2	Both have faces (w/e) Both have the letter h in them (w/e) That's all (sure) yes
4014		1					2			2		Didn't seem to be advertising the same thing (w/e) The logo's were different (w/e) The letters were no the same. (w/e) different pictures.
4015	1	1		1			2			1	2	It just seems that way to me. I don't know why!
4016	1		1				1	2	Because of the way it was drawn (w/m) Cartoon like drawing. (w/e) They both have a picture of a face (w/e) n/e			
4017	1						2			2		The way of the advertising (w/m) one says Life is Good (w/e) one says Life's Good (w/e) Nothing (sure) yes.
4018			1				1	2	Different designs (w/e) but same company (w/e) came up with different logo's (w/e) came up with a better logo (w/e) That's about it.			

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
4019	1	2	3	0	0	0	1									2	0	1	2	0	1
4020	2	2	2	1	0	0			1							0	0	1	2	0	3
4021	1	3	2	0	0	0		1								0	0	1	2	0	2
4022	2	3	2	0	0	0		1								0	0	2	1	0	3
4023	1	4	3	1	0	0	1									0	0	1	2	0	3
4024	2	4	3	0	0	0	1									0	0	2	2	0	3

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
4019		1					2			2		The solgan was different (w/e) their was a difference in a smile (w/e) the letter caselings were different (w/e) they had different styles (w/e) That all I know
4020	1	1	1	1			2			2		One is like LG and thats a cell company and looks like a cartoon or something (w/e) n/e
4021	1						2			2		One looks a little more professional than the other (exp) The 1st is more professional and eye catching and the 2nd one looks like they took somebodys logo and plastered or something (w/e) Thats about it.
4022	1	1	1	1			2			2		They say two different things (exp) One says "Life Is Good" and the other says, "Luck Gold". The only thing they have in common is the letters in their advertising LG. (w/e) Thats it.
4023		1	1				2			1	2	They both have a smile in their logos. (w/e) I believe the 1st one has a business affiliation with a wireless phone company (exp) I don't know for sure which company, but I know I have seen that LG logo before. (w/e) n/e
4024	1		1				2			3		

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
4025	1	1	3	2	0	0	0	1								0	0	1	1	0	3
4026	1	1	3	2	0	0	0	1								3	0	1	2	0	1
4027	2	2	2	0	0	0	0	1								0	0	1	1	0	1
4028	1	2	3	0	0	0	0			1						0	0	1	1	0	1
4029	2	3	4	0	0	0	0	1								0	0	2	1	0	1
4030	1	3	3	4	0	0	0	1								0	0	2	1	0	1

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
4025		1	1				1	1	Because they both have logos and say that life is good (w/e) both logos have a face that is smiling (w/e) thats it			
4026		1	1				1	1	They both say the something (exp) Life's good (w/e) they both have a face for their design (w/e) thats all			
4027	1	1	1				2			2		It's just the professionalism of the designs themselves. Everybody knows what LG is and the other one looks like a high school kid made it. (w/e) The logo one has color and the other does not. (w/e) Anybody could use the slogan "Life's is Good", (w/e) th
4028						1 Restaurant	1	2	They have same logo (w/e) Or same companies (w/e) They look like same reference point that's it			
4029	1		1				1	1	I think it might come from same company. (w/e) Life is Good. that's it			
4030			1				2			1	2	Because they both have a logo and trademark and that leads me to believe that they are connected (w/e) They are probably going to change their logo to the second one which is more professional (w/e) thats it

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
4031	2	4	3	0	0	0		1								0	0	2	1	0	1
4032	1	4	3	0	0	0		1								0	0	2	1	0	1
4033	2	1	4	0	0	0	1									0	0	1	2	0	1
4034	1	1	4	0	0	0	1									0	0	2	1	0	1
4035	2	2	4	0	0	0			1							0	0	1	1	0	1
4036	1	2	3	0	0	0		1								0	0	2	2	0	1
4037	2	3	4	0	0	0		1								0	0	2	1	0	1
4038	1	3	3	0	0	0	1									0	0	2	2	0	1
4039	2	4	3	0	0	1	1									1	0	2	1	0	1

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
4031			1				2			2		They seem to have totally different things in their design (w/m) The second one is more simple and more child like than the first one (w/e) The first one seems to be more professional and business like. (w/e)
4032	1						1	2	Probably same company, (w/e) That's it			
4033			1				2			3		
4034	1						1	1	Same company (w/e) Well one was colored one was black and white (w/e) Pretty much same idea that's it			
4035	1						1	1	Well logo life is good (w/e) thats all I can think of			
4036	1						1	2	Just the formate (w/e) Like a smile face (w/e) little eye. thats it			
4037	1		1	1			1	1	I just said it (w/e) Life is Good That's it			
4038			1	1			2			2		The first one does a lot of clothing and the second one does electronics (w/e) The way they are designed (exp) They don't look anything a like and they say two different things (w/e) n/e
4039	1		1				3			2		Because one looks like basketball (w/e) and other looks like a tee shirt (w/e)

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
4040	1	4	4	0	0	0	0	1								0	0	2	1	0	1
4041	2	1	4	0	0	0	0	1								0	0	2	1	0	1
4042	1	1	4	0	0	0	0	1		1						0	0	1	1	0	1
4043	2	2	4	0	0	0	0	1								0	0	1	1	0	1
4044	1	2	4	0	0	0	0	1								0	0	1	1	0	1
4045	2	3	4	0	0	0	0	1								0	0	2	1	0	1
4046	1	3	4	0	0	0	0	1								0	0	2	1	0	1

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
4040	1	1					2			1	2	2nd one food or beverage (w/e) Because I seen it before (w/e) First one I think related with religious organization or health organization. thats it
4041	1		1	1			2			2		Well,, the life is good something fun company (w/e) the lucky gold, looks like serious company, thats it
4042	1			1			2			2		One looks like a character (w/e) one doesn't look business orient (w/e) thats it
4043	1						2			2		One is clasey (w/e) One is childess (w/e) they are totally different (w/e) no more opinions on it
4044	1							3		2		Now, because it looks like same company (w/e) Right away it looked like a Children's Company
4045			1				2			2		The second one looks more professional and the other one looks like an employee drew it, on a piece of paper (w/e) Nothing really except they don't even say the same thing
4046			1				2			2		The first one looks more like a cartoon drawing and the second one looks more professional and business like. (w/e) They say two different things. (w/e) thats it

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
4047	2	4	4	0	0	0	0	1								0	0	1	2	0	1
4048	1	4	4	0	0	0	0	1								0	0	1	1	0	1
4051	1	3	2	0	0	0	0	1			1					1	0	2	2	0	1
4052	2	3	2	0	0	0	0	1								0	0	2	1	0	1
5001	1	1	3	0	0	0	0	1								0	1	1	1	1	1
5002	2	1	2	0	0	0	0			1						0	2	2	2	0	3
5003	1	2	4	0	0	0	0			1			1			4	0	1	1	0	1
5004	2	2	2	0	0	0	0	1								1	0	1	1	0	3
5008	2	4	2	0	0	0	0									0	0	1	2	0	1
5009	1	1	2	0	0	0	0									0	0	2	2	0	3
															Interview						
5013	1	3	2	0	0	0	0							1		0	0	1	2	0	2
5020	2	2	3	0	0	0	0	1								0	0	2	1	0	1

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
												(why) one looks like a coffee house design (w/e) looks like an apple (w/e) the other looks professional (why) serious business interprise (w/e) totally different (w/e) nothing
4047	1						2			2		
4048	1						2			1	2	The designs look different (w/e) one is a clothing design (w/e) the other I don't know (w/e) just different companies (w/e)
4051	1	1					2			1		Because I think I saw in the commercial. (w/e) It used the phrase the life is good
4052	1											Because of the logo (w/e) They are different designs (w/e) the smiley face (w/e) thats all I see nothing else
5001	1		1	1			3			2		
5002	1	1			1 music		2			3		
5003	1	1					3			3		
5004	1	1					2			1	1	They both use word games to promote
												For the simple fact that it came from a business aspect of view
5008	1		1	1			2		LG, Life Is goo, Lucky Gold- They just seem similar.	1	2	
5009	1						1	1 Godiva, Lindt	Because both of them have 2 LG			
5013	1											Because they both have good positive messages and not all advertisement has positive
5020	1		1				3			1	1	messages
							3			3		

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
5022	2	3	4	0	0	0						1				3	2	2	1	3	1
5025	1	1	3	2	1	0						1				1	2	2	1	1	1
5026	2	1	3	0	0	0		1													
5027	1	2	3	0	0	4	1									2	7	2	2	1	2
5028	2	2	4	0	3	1				1						0	0	2	1	0	1
																0	0	2	1	0	2
5029	1	3	4	0	0	0			1												
5030	2	3	4	0	0	4				1			1			0	0	2	1	1	1
5031	1	4	4	0	0	0	1									0	0	2	2	0	1
5032	2	4	4	0	0	0		1													
5033	1	1	4	0	0	0				1						0	0	2	2	0	2
5035	1	2	3	0	0	0		1								0	0	1	1	0	3
5036	2	2	3	0	0	4			1							0	0	2	2	0	3
5038	2	3	4	0	0	4	1									0	0	1	1	0	1
5039	1	4	4	2	0	0							1			0	0	2	2	0	2
																0	0	1	1	0	3
5040	2	4	3	1	0	4				1		1									
5042	2	1	3	0	0	1						1				1	0	2	2	0	2
5043	1	2	3	2	1	1										0	0	1	2	0	1
																1	1	1	2	0	1
5044	2	2	3	2	0	0						1									
5045	1	3	3	1	0	1			1			1				0	0	1	2	0	2
5046	2	3	4	0	1	0						1				0	0	1	1	0	1
5047	1	4	4	0	0	0				1		1		1		0	0	1	1	0	2

RESPI	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
5022	1						2			2		They don't have one common thing between them
5025	1		1				1	1	Their slogans are similar (w/e)(n/e)			
5026	1		1		1	Sports store	2			1		I have some of there clothing and I saw there trademark LG and there catchy slogan
5027	1		1				2			2		LG is for cell phones. I don't know what the second one is.
5028	1		1				1	1	Their slogans are similar			
5029	1						2			2		It doesn't look like they would be advertising for the same company. (w/e) they're too different (w/e)(n/e)
5030	1		1				3			3		
5031	1						3			3		
5032	1	1					2			2		doesn't say the same thing and different pictures
5033	1	1					2			1	1	They say the same thing
5035	1		1				2			3		
5036	1		1				3			3		
5038	1			1	1	eye ware	3			3		
5039	1			1	1	wal-mart	3			3		
5040	1	1	1		1	Lenscrafters	2			1	1	The theme surround around the slogan (w/m) It's catchy but with different looks to stand out from one another
5042		1			1		1	1	It's says the same thing			
5043			1				1	1	The look is different but the meaning is the same			
5044	1			1			1	1	They have the same meaning just with a different look or design			
5045	1	1		1			3			3		
5046		1					3			3		
5047	1		1				1	2	same design			

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
5048	2	4	4	0	0	0	1	1			1					0	0	2	2	0	3
5049	1	1	2	0	0	2		1				1				3	0	2	2	1	2
5050	2	1	3	2	1	3			1				1			5	1	1	2	1	1
															Eye Care						
5051	1	1	2	4	2	3	1		1												
5052	2	1	3	3	1	1			1		1			1		4	2	2	2	4	2
5053	1	2	3	0	0	0	1									4	1	2	1	1	3
																0	0	2	2	0	2
5054	2	2	2	1	0	1						1				4	0	1	2	2	2
5055	2	3	2	0	0	0		1								0	0	2	1	0	2
5056	1	3	2	0	0	0	1									0	0	1	2	0	1
5057	2	4	2	0	0	0	1									0	0	1	2	0	1
5058	1	4	2	0	0	0	1									0	0	1	2	0	1
5059	2	1	2	0	0	0		1								0	0	2	2	0	1
5060	1	1	3	0	0	0	1									0	0	1	2	0	2
5061	2	2	2	0	0	0	1									0	0	1	2	0	1
5063	1	2	3	0	0	0			1							0	0	1	1	0	3
7002	2	1	2	0	0	0	1		1		1					0	0	1	2	0	3
7003	1	2	2	1	0	0	1		1							0	0	1	2	0	1

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
5048	1			1			2			3		
5049	1	1	1		1	FYI	1	1	They have the same slogan			
5050	1						3			2		They use the same tag line (w/e) (n/e)
5051	1	1			1	Book Store	1	1	They have the same look and same words (w/e) you can see the pattern within the symbols			
5052	1	1	1	1	1	Book store	3			3		
5053	1		1				2			2		LG is for cell phones. I don't know what the other is for?
5054	1						2			2		I don't think they would have 2 logo's for the same product or company
5055	1		1				2			2		They have 2 different slogans and icons
5056	1	1	1				2			2		They have nothing in common
5057	1	1	1				2			1	2	Because you showed them to me together. (w/e) The first one was for a phone company
5058	1	1					2			3		
5059	1	1					2			1	2	LG is the type of phone I have
5060	1	1	1				1	1	It has the same slogan			
5061	1		1				2			2		By the way they look
5063	1	1	1				2			2		I think I've seen them for two different products
7002	1	1	1				1	2	Just from watching TV I'm pretty sure they come from the same company (w/e)			
7003	1	1					3			3		

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1	
															Pay a bill							
7005	1	3	4	0	0	0									1		0	0	1	1	0	2
7006	2	3	2	0	0	0	1			1							0	0	1	1	0	1
7007	1	4	2	1	0	0	1				1											
7008	2	4	2	2	0	0	1				1						1	0	2	2	0	1
7009	1	1	4	0	0	0	1			1							1	0	2	1	0	2
7010	2	1	3	0	0	0											1	0	1	1	0	3
7011	1	2	2	0	0	0											0	0	2	1	0	1
7012	2	2	2	0	0	0	1			1							0	0	2	2	0	2
7013	1	3	3	0	0	0						1					0	0	1	2	0	1
7014	2	3	3	0	0	0				1												
7015	1	4	3	0	0	0	1			1		1					1	0	2	1	0	1
7016	2	4	3	0	0	0																
7017	1	1	4	0	0	0	1										0	0	2	1	0	1
7018	2	1	4	0	0	0																
7019	1	2	3	0	0	0				1							1	0	2	1	0	1

Came to get a
cellphone

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
7005	1	1					1	2	The expansion of cell phones and the push for downloading music (w/e) just the images itself (w/e)			
7006		1			1	Discount Store	2			2		Because on the first one I didn't see a trademark and the second one is a cell phone company I think (w/e)
7007	1	1	1				1	1	Their both "Life is Good" ...same reasoning (w/e) they both have L&G			
7008	1	1	1				1	2	I've just seen the logos in the same company (w/e)			
7009	1						2			3		
7010	1						2			3		
7011			1				1	1	They both say "Life's Good" (w/e)			
7012	1		1				3			1		Well because they both look
7013	1						3			3		2 like logos (w/e)
7014	1				1	Jewelry Store	1	2	There's smiles in both of them (w/e) The lettering looks similar			
7015	1	1	1				3			3		
7016	1						2			2		The one's from clothing and the other is from an eye glass place. (w/e)
7017	1						2			2		The first one was concrete and the second one was abstract (w/e) I had to work at figuring out the second one but not the first (w/e)
7018	1						2			2		The signs are different. (w/e)
7019	1	1	1				3			3		

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
7020	2	2	2	0	0	0	0	1								0	0	1	2	0	3
7021	1	3	2	0	0	0	1	1			1					0	0	1	2	0	2
7022	2	3	4	0	0	0	1	1								0	0	2	1	0	1
7023	1	4	3	2	0	0	0	1		1						1	0	1	1	0	1
7024	2	4	3	4	0	0	0		1		1					1	0	1	1	1	3
7025	1	1	2	0	0	0	1	1	1							0	0	2	2	0	3
7026	2	1	4	0	0	0	1	1								0	0	2	1	0	3
7027	1	2	4	1	0	0	1	1	1							1	0	2	1	0	1
7028	2	2	4	0	0	0	1		1		1					0	0	2	1	0	1
7029	1	3	3	0	0	0	1	1	1							0	0	1	2	0	1
7030	2	3	3	0	0	0	1	1								0	0	2	1	0	2

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
7020	1						2			2		One is a cell phone company and the other one isn't (w/e)
7021	1	1		1			1	2	Because I have an LG phone (w/e) the L&G in both pictures (w/e) I've heard the LG stands for Life is Good (w/e)			
7022	1						2					The symbols are to different (w/e) The first one was too simple and the second is to elaborate (w/e)
7023	1						3			2	3	
7024	1						2			2		The first image looked more professional than the second one. (w/e)
7025	1		1				2			2		They look completely different, not at all from the same company (w/e)
7026	1		1				2			1	1	It could be a company that has products that say Life is Good (w/e)
7027	1		1				3			2		They are two totally different types of designs. (w/e) One looks professional and the other doesn't at all
7028	1	1					2			1	1	They both use a face-type logo. (w/e) They also use the same statement and are positive images.
7029	1	1				1 Jewelry Store	2			2		They're nothing a like. (w/e) The logos and the messages are very different
7030	1		1				2			2		One says "life is good" ad the other one says "lucky gold". (w/e)

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
7031	1	4	4	0	0	0	1									0	0	2	1	0	3
7032	2	4	3	2	0	0				1	1					1	0	2	2	0	1
7033	1	1	3	0	0	0		1	1							0	1	1	1	0	2
7034	2	1	4	1	0	0					1					1	0	1	1	0	1
7035	1	2	3	1	0	0		1													
7036	2	2	4	1	0	0	1				1					0	0	2	1	0	3
7037	1	3	3	1	0	0	1				1					1	0	1	1	0	1
7038	2	3	2	1	0	0		1	1							1	0	2	2	0	3
7039	1	4	3	0	1	2	1	1				1				0	0	2	2	0	1
7040	2	4	4	0	0	3							1			0	0	1	1	1	1
7041	1	1	3	0	0	1	1			1	1					0	0	1	2	0	3
7042	2	1	4	0	0	0	1	1	1							1	0	1	1	0	3
7043	1	2	3	0	0	2			1							0	0	2	1	0	3
7044	2	2	3	1	0	0	1									0	0	2	1	0	2
7045	1	3	3	1	0	3	1	1			1					1	0	1	2	0	1
7046	2	3	3	1	0	2		1				1				1	0	1	2	0	1
7047	1	4	4	2	0	3	1	1								0	0	1	1	1	3

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
7031	1	1					3			2		It just seemed reasonable (w/e)
7032	1				1	Dollar Tree	2			2		They don't resemble each other (w/e)
7033	1	1					1	1	They both say lifes good so I think they are (w/e)			
7034	1	1					2			2		Because they both have a different type of style (w/e)
7035	1	1	1				1	1	I think LG stands for Life is Good (w/e) they kind of look alike to me (w/e)			
7036	1	1	1				1	1	They both say life's good on them. (w/e)			
7037		1					2			1	1	The life is good and the "LG" together could be part of the same company
7038	1		1	1			2			3		
7039	1		1				3			3		
7040	1	1					2			2		Because they have different formatting (w/e)
7041						1 Wal-Mart	2			2		One was a graphic artist design, and the other was simpler (w/e)
7042	1		1				3			3		
7043	1	1					1	2	They have the same logo (w/e)			
7044	1		1	1			2			1	1	It looks like they are trying to come up with a logo and catch phrase (w/e)
7045	1	1					3			3		
7046	1	1					2			2		They don't resemble each other in anyway (w/e)
7047	1						2			2		The two logos are completely different and the images are nothing alike (w/e)

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1	
7048	2	4	2	2	0	4		1	1		1						0	0	1	2	0	2
7051	2	2	2	0	0	0									1 To pay bills		0	0	2	2	0	1
8001	1	1	4	0	0	0		1									0	0	2	1	0	1
8002	2	1	4	0	0	0	1			1				1	Window Shopping							
8003	1	2	3	0	0	0	1			1							0	0	2	1	0	1
8004	2	2	2	0	0	0		1									0	0	1	2	0	1
8005	1	3	2	0	0	0	1		1								0	0	2	1	0	1
8006	2	3	3	1	0	0	1	1		1							0	0	1	2	0	1
8007	1	4	3	0	0	0	1	1		1							0	0	2	2	0	1
8008	2	4	4	1	0	0	1			1							0	0	2	1	0	1
8009	1	1	2	1	0	0	1		1	1							0	0	1	2	0	2

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
7048	1	1	1				2			2		Because they have different looks (w/e)
7051	1	1					2			1	2	I don't know (w/e)
8001									They seem to have the same shape and drawings (w/e) That's it			
8002			1				1	2	The printing on the pictures have the same type look (w/m) The same type of fuzzy look (w/e) That's it			
8003			1				2			1	1	The same wording "life is good" (w/e) That's all that was the same (w/e) That's it.
8004	1				1	1 Music Store	2			1	2	One looked more business like, the other looked more fun (w/e) That's it
8005	1		1		1	1 Sporting Stores	2			2		One says something and one doesn't (w/e) one has script and the other does not (w/e) that's it.
8006					1	1 Shoe Store	2			2		They said different things ad they didn't look alike (w/e) that's it
8007	1						2			2		The first one might have been a brand name logo and the second one to me would be something on a t-shirt.w/m t-shirt, a phrase or picture on a t-shirt not a logo (w/e) that's it
8008			1		1	1 Shoe Stores	3			3		
8009	1	1	1				2			1	2	The symbol (w/m) they look like stores (w/e) That's it

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
8010	2	1	3	0	0	0	0	1							Christmas Shopping	0	0	1	2	0	1
8011	1	2	3	0	0	0	1	1								0	0	2	2	0	1
8012	2	2	3	1	0	0	1	1				1				0	0	2	2	0	2
8014	2	3	2	0	0	0	1	1	1							0	0	1	2	0	3
8015	1	4	3	1	0	0	1									0	0	1	2	0	1
8016	2	4	2	0	0	0	1	1								0	0	2	2	0	2
8017	1	1	4	1	0	0	1									0	1	1	2	0	2
8018	2	1	2	1	0	0		1								0	1	2	2	0	1

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
8010		1	1				2		Because they both said Lifes Good. (w/e) That's the only reason	2		Because the second one has the word "is" missing. (w/e) The faces are different also (w/e) That's it
8011	1	1	1				1					
8012	1		1			1 Music	2			2		One is in color and one is in Black and White. (w) the black and white picture actually says life is good in a goofy way-the other looks more sophisticated. w/ that's all
8014	1	1	1	1	1	1 All	1		They almost say the something. (w/m) it implies Life is Good. (a/e) no that's all			
8015	1	1					2			2		They just reminded me of different things. They weren't portraying that they are from the same company (a/e) no that's it
8016			1			1 Hot Topic	2			2		Because they each mean something else. (w/m) one is serious while the other isn't (a/e) no that's all
8017		1	1				1		They say the something. (w) they both say Life is Good just in different ways. (w/e) that's all			
8018	1	1	1				2			2		The first one that said life is good, looked like excersize clothing and the second one was for phones (w/e) No

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
8019	1	2	2	1	0	0									Brought the kids 1 to shop	0	0	2	1	0	1
8020	2	2	4	1	0	0	1	1								0	1	2	1	0	1
8021	1	3	3	0	0	0	1														
8022	2	3	2	2	0	0	1	1								0	1	1	1	0	1
8023	1	4	3	0	0	0	1	1	1							0	0	1	1	0	1
8024	2	4	3	0	0	0		1													
8025	1	1	3	1	0	2	1		1							0	0	2	1	0	1
8026	2	1	2	0	0	0		1							Ones that carry Men's clothing	0	0	2	2	0	1
8027	1	2	2	0	0	0	1	1	1					1		0	1	2	2	0	1
8028	1	3	2	1	0	0		1								0	0	2	2	0	1
8029	2	3	2	1	0	1	1	1								0	0	1	2	0	2
8030	1	4	2	2	0	2	1		1		1					0	0	2	2	0	3
8031	2	4	2	1	0	0		1								0	0	1	2	0	1
8032	1	1	3	0	0	0			1							0	0	2	2	0	1

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
8019			1		1	Shoe Stores	1	1	Same slogan (w/e) the same words (w/e) Thats it			
8020	1		1				3			3		
8021			1				2					The one was more text based, while the first was trying to approach through emotion (we)
8022			1		1	Music Store	3			2		No
8023	1			1			3			3		
8024			1			1 Shoes	1	2	Because I saw a smiley face in the first emblem and a smiley in the second one (w/e) no, the colors were different	1	2	Logos, Letters are similiar (w/e) Nothing else
8025	1		1		1	1 Shoe Stores	1	1	They said the something (w/e) Both have a face on them (w/e) Thats it			
8026			1				2			3		
8027	1		1				1	1	Because the 1st one said Life's Good and the 2nd one said the same thing (w/e) thats it			
8028	1		1				1	2	They have a resemblance to each other (we) no			
8029	1		1		1	Hot Topic, Phone Kiosk	3			3		
8030	1		1				2			2		They are two different logo's (w/e) Different colors, lettering- everything is different (a/e) no that's it
8031		1	1			1 Movies	2			2		Different coloring, one is alot sharper, the lines (w/e) thats it
8032	1						3			3		

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
8033	2	1	2	0	0	1		1		1						1	0	1	2	0	1
8034	1	2	4	2	0	4	1	1	1							0	1	2	1	0	3
8035	2	2	4	0	0	0	1	1				1									
8036	1	3	4	0	0	1	1	1								0	0	2	1	0	2
																0	0	2	1	0	2
8037	2	3	3	0	0	0	1	1			1										
8038	1	4	3	1	0	0	1									0	1	2	2	0	3
																0	0	1	2	0	2
8039	2	4	4	0	0	0	1									0	0	2	2	0	3
8040	1	1	3	0	0	3				1						0	0	1	2	0	1
8041	2	1	3	1	0	3		1		1						0	1	2	2	0	1
8042	1	2	4	1	0	0		1								0	0	1	2	0	2
8043	2	2	3	0	0	0		1								0	0	1	1	0	1

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
8033			1					2		2		One looks like a tee shirt company, the other looks like a computer company (w/e) no
8034	1		1					1	Because they both say the same thing (w/e) thats it			
8035	1		1	1				1	They just reminded me of the same thing. (w/e) They said the same thing only one is in color and the other wasn't. (a/e) no that's it			
8036	1		1	1	1	1 Pak-Sun		3		3		
8037	1	1	1	1	1	Kiosk for sunglasses		2		2		One is just for a t-shirt or something-Life is Good-like a joke-but the other reminded me of a business icon (a/e) no thats it
8038	1		1					3		3		
8039			1					3		1	2	Because of the LG (w/a) They both had something that started with LG (w/e) thats it
8040	1							2		2		The logos look different (w/e) the colors are different also (w/e) thats it
8041	1	1	1					1	Same thing said (w/e) the same kinda concept. (w/m) both say Lifes Good (w/e) thats all			
8042	1		1					2		2		Because one looks like a logo from a company and the other looks like just a smiley face (w/e)thats it
8043	1		1					2		1	1	Because I believe they both said life is good or something like that (w/e) thats it

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
8044	1	3	3	0	0	0	0	1			1					0	0	1	1	0	2
8045	2	3	4	0	0	0	0	1	1							0	0	1	1	0	1
8046	1	4	4	0	0	0	0	1	1							0	0	1	1	0	1
8047	2	4	4	0	0	0	0		1	1				1	Just sitting around	0	0	1	2	0	2
8048	1	1	4	0	0	0	0		1							0	0	1	2	0	2
9011	1	2	2	0	0	0	0	1								0	0	1	2	0	2
9016	2	4	2	0	0	0	0						1			0	0	2	1	0	2
9021	1	3	2	0	0	0	0		1							0	1	2	2	0	2
9022	2	3	2	1	0	0	0		1		1					1	0	2	2	0	1
9023	1	4	2	0	0	0	0	1		1						0	1	2	1	0	1
9024	2	4	2	0	0	0	0		1							0	0	1	1	0	1
9025	1	1	3	1	0	0	0		1							1	0	2	1	0	1
9026	2	1	4	1	0	0	0				1					0	0	2	1	0	2

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
8044	1	1	1				2			2		They don't look anything alike and they say different things. (w/e) that's it
8045			1				2			2		The first one was just a happy face like something you would see on a t-shirt or something like that and the second one looks like a logo from a company. (w/e) thats it
8046	1		1				3			3		
8047	1	1	1				2			2		The writing is different, (w/e) the face is different too (w/e) thats it
8048	1		1				1	1	It makes mention to life being good (w/e) that's it			
9011	1		1				2			2		The ads don't look like they come from the same company
9016	1						2			2		The advertisement look totally different and don't they belong to the same company
9021	1		1				2			2		Because they don't seem at all similar
9022	1	1	1	1			3			3		
9023	1		1				2			2		One looks like a company called LG but the other looks more like a kids drawing
9024	1						2			3		
9025	1						2			2		Because they may be saying similar things, but they look to me like different companies
9026	1		1	1			3			3		

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
9027	1	2	2	0	0	0	0	1		1						0	0	1	2	0	3
9028	2	2	2	0	0	0			1		1					0	0	1	1	0	3
9029	1	3	2	1	0	0				1	1					1	0	1	2	0	2
9030	2	3	2	0	0	0		1				1				0	0	1	1	1	2
9031	1	4	3	0	0	0		1								1	0	1	2	0	1
9032	2	4	3	0	0	0		1	1							0	0	2	1	0	3
9033	1	1	4	0	0	0		1								1	0	1	1	0	1
9034	2	1	3	1	0	0		1								0	0	2	2	0	3
9035	1	2	3	0	0	0			1	1						0	0	1	1	1	2
9036	2	2	4	0	0	0		1	1							1	0	2	1	0	3
9037	1	3	3	0	0	0				1	1					0	0	1	1	0	2
9038	2	3	4	0	0	0		1	1							0	0	1	1	0	1
9039	1	4	3	1	0	0		1	1							0	0	1	2	1	2
9040	2	4	3	0	0	0		1								1	0	1	2	0	3
9041	1	1	4	0	0	0					1					0	0	1	1	0	1

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
9027	1	1	1				2			2		LG is a phone company, and I don't know what the other one is, but its different
9028	1	1	1	1			3			3		
9029		1					2			2		Because they look different and say different things
9030	1	1	1	1			2			2		They are not at all the same and don't share the same logo
9031	1			1			2			2		Because one is called "Lucky Gold" while the other is called "Life Is Good"
9032	1	1					2			2		They don't seem at all related to me.
9033	1	1		1			3			3		
9034	1						1		It just looks like a new logo for the same company because they both have smiley faces and say the same thing			
9035	1	1	1	1			2			2		I recognize the brand "LG" and don't think its related to the other company at all.
9036	1			1			3			3		
9037	1						2			2		Because they are totally different in the way they look and what they say
9038	1	1					2			2		Because they are different- there's nothing in common about them
9039	1	1	1	1			2			2		I don't see anything about them that would tie them together
9040	1	1	1	1			2			2		because they are different
9041	1						3			3		

RESP	Q-ROT	EX-ROT	S1A	S1A1	S1A2	S1A3	S1B1	S1B2	S1B3	S1B4	S1B5	S1B6	S1B7	S1B8	S1BX	S2	S3	S4	S5	S5A	Q1
9042	2	1	3	0	0	1		1								0	0	1	2	1	1
9043	1	2	3	0	0	2		1								1	0	2	2	0	3
9044	2	2	4	0	0	1					1					0	0	1	1	1	1
9045	1	3	3	0	0	1	1	1								1	0	2	2	0	2
9046	2	3	4	0	0	1		1								1	0	2	1	0	1
9047	1	4	3	0	0	1			1		1					0	0	1	2	0	1
9048	2	4	4	0	0	0					1					0	0	1	1	0	1
9050	2	1	4	0	0	0				1						1	0	2	1	0	3
9055	1	3	4	0	0	1		1								0	0	1	2	0	3
9057	1	4	3	0	0	0								1		0	0	1	2	0	3
9058	2	4	3	0	0	0						1				0	0	2	2	0	3

RESP	Q21	Q22	Q23	Q24	Q25	Q2X	Q3	Q3B	Q3A	Q4	Q4B	Q4A
												Because even though what they say is similar- its not the same
9042	1			1			2			2		
9043	1		1	1			3			3		
9044				1			2			2		They look different from the face logo to the catch phrase
9045	1	1	1				2			2		They have nothing in common
9046	1						2			2		Because they don't seem at all similar to me at least
9047	1						2			2		They say different things
9048							3			3		
9050	1	1	1				2			2		They have somewhat of the same line but their pictures have nothing in common
9055	1	1	1				2			2		They have different logos so I assume they are different companies. They like nothing alike
9057	1	1		1			2			2		They look like they have no relation they are different in every way possible
9058	1	1	1				2			2		LG is a watch company and that smiley face I have seen on a cereal box so I'm sure they don't have companies together.